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What is claimed is:

1. A method for using a computer connected to a network to match buyers and sellers, the method comprising:
 - receiving a buyer request from a buyer, said buyer request including a request to purchase a good or service;
 - having said computer search sites on said network for sell ads from sellers, each of said sell ads referring to an advertised good or advertised service;
 - matching said buyer request with at least one of said sell ads; and
 - notifying the associated seller for each matched sell ad that said buyer has requested a good or service similar to the advertised good or advertised service advertised in said matched sell ad.
2. A method according to claim 1, wherein notifying the associated seller comprises:
 - inviting said notified seller to access said computer in order to make an offer to said buyer.
3. A system for matching buyers and sellers, said sellers advertising goods or services via sell ads posted on sites on a network, the system comprising:
 - means for receiving a buyer request from a buyer, said buyer request including a request to purchase a good or service;
 - means for searching said sell ads for goods or services similar to those included in said request;
 - means for enabling a seller to make an offer to said buyer;

(1)

means for informing said seller of other offers made to said buyer.

4. A method for using a computer connected to a network to match buyers and sellers, the method comprising:

having said computer search sites on said network for want ads from buyers, each of said want ads referring to a wanted good or wanted service;

having said computer search sites on said network for sell ads from sellers, each of said sell ads referring to an advertised good or advertised service;

10 matching at least one of said want ads with at least one of said sell ads; and

notifying the associated buyer who posted said want ad that at least one sell ad has been matched to said want ad.

- 15 5. A method according to claim 4, wherein said method further comprises:

notifying the associated seller for each matched sell ad that said notified buyer has requested a good or service similar to the advertised good or advertised service advertised in said matched sell ad.

- 20 6. A method according to claim 5, wherein said notifying the associated seller comprises:

inviting said notified seller to access said computer in order to make an offer to said notified buyer.